

LATAM Top 25 Ranker November 2018

The LATAM Top 25 Ranker is a listing of the top performing digital audio publishers and networks in Latin America as measured by the Webcast Metrics® platform.

LATAM NOVEMBER 2018

Digital Audio Top 25 Ranker

Triton Digital has released its monthly digital audio Top 25 Ranker in Latin America for November 2018. The Ranker is a listing of the top-performing digital audio stations and networks measured by the Webcast Metrics® audience measurement platform. All metrics within the Webcast Metrics rankers include both ad supported and non-ad supported listening, globally, and in the US.

Webcast Metrics® uses a proprietary platform to track audience data and convert it to audience metrics that can be easily understood by stations, publishers and advertisers. Audience rankings are done on the basis of “Average Active Sessions”, with “Session Starts” and “Average Time Spent Listening” also displayed. Average Active Sessions (AAS) is defined as “Total Listening Hours (TLH) divided by hours in the reported time period.” TLH is defined as the total number of hours that the station/publisher has streamed during sessions with duration of at least one minute in total within the reported time period. Session Starts (SS) is defined as “the number of different requests for streams (i.e., stream requests) with a duration of at least one minute in total within the reported time period.” Average Time Spent Listening (ATSL) is defined as “the average number of hours for each session with a duration of at least one minute in total within the reported time period. Calculated as total time spent listening divided by active sessions.”

For more information on measurement collection and limitations, please view the Triton Description of Methodology available at:

www.TritonDigital.com/Media/Default/Rankers/Triton-Digital-Methodology.pdf

If you have any further questions, please contact: LATAMRanker@TritonDigital.com

See rankings below:

NOVEMBER LATAM RANKER (based in AAS)¹

DAYPART 6:00am to 7:00pm, Monday through Friday

	Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Prisa Radio (² List of countries in footnotes)	76,174	23,299,652	0.84
2	Grupo Radio Centro (Mexico)	16,656	6,038,550	0.76
3	Grupo Acir (Mexico)	16,401	4,531,566	1.01
4	CRP Radios (Peru)	14,748	4,151,531	1.00
5	Grupo RPP (Peru)	11,507	3,565,834	0.90
6	Jovem Pan - SP (Brazil)	9,675	6,523,775	0.41
7	Cadena 3 Argentina (Argentina)	8,567	2,784,198	0.86
8	RCN Radio (Colombia)	7,735	2,253,243	0.95
9	Grupo JBFM (Brazil)	7,550	1,925,720	1.11
10	Nova Brasil (Brazil)	6,272	1,514,619	1.17
11	Grupo BluRadio (Colombia)	5,647	1,995,520	0.76
12	Radiopolis (Colombia)	3,816	1,351,537	0.80
13	MVS Radio (Mexico)	3,643	1,099,265	0.93
14	NRM (Mexico)	2,584	779,716	0.93
15	Imagen (Mexico)	2,234	690,103	0.90
16	Multimedios (Mexico)	1,922	627,339	0.86
17	AccuRadio (United States)	1,707	210,106	2.26
18	Dial Brasil (Brazil)	1,524	480,254	0.90
19	Igreja Pentecostal Deus e Amor (Brazil)	985	466,668	0.57
20	Z101 (Dominican Republic)	881	422,146	0.59
21	NPR Member Stations (United States)	853	362,438	0.65
22	Radio 93 (Brazil)	817	266,824	0.86
23	TV Acción (Paraguay)	594	308,152	0.55
24	977Music.com Corporate (United States)	393	150,831	0.74
25	Grupo Radio Alegria (Mexico)	360	111,547	0.91

Average Active Sessions (AAS): Total Listening Hours (TLH) divided by hours in the reported time period. TLH is defined as the total number of hours that the station/publisher has streamed during sessions with a duration of at least one minute in total within the reported time period.

Session Starts (SS): The number of different requests for streams (i.e., stream requests) with a duration of at least one minute in total within the reported time period.

Average Time Spent Listening (ATSL): The average number of hours for each session with a duration of at least one minute in total within the reported time period. **Calculated** as total time spent listening divided by active sessions.

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released

¹ The Latam Ranker represents listeners based only in Latin America

² Argentina, Chile, Colombia, Costa Rica, Panama and Mexico

NOVEMBER LATAM RANKER (based in AAS)¹

DAYPART 6:00am to 12:00am, Monday through Sunday

	Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Prisa Radio ⁽²⁾ List of countries in footnotes)	49,202	29,974,514	0.79
2	Grupo Radio Centro (Mexico)	11,049	7,871,575	0.74
3	Grupo Acir (Mexico)	10,447	5,834,326	0.95
4	CRP Radios (Peru)	10,129	5,823,777	0.93
5	Grupo RPP (Peru)	7,936	5,029,725	0.83
6	Jovem Pan - SP (Brazil)	7,090	9,356,695	0.40
7	Cadena 3 Argentina (Argentina)	6,056	4,045,549	0.79
8	RCN Radio (Colombia)	5,285	3,188,746	0.87
9	Grupo JBFM (Brazil)	5,264	2,851,270	0.99
10	Nova Brasil (Brazil)	4,121	2,150,640	1.03
11	Grupo BluRadio (Colombia)	3,394	2,358,331	0.73
12	Radiopolis (Colombia)	2,417	1,650,375	0.78
13	MVS Radio (Mexico)	2,313	1,370,536	0.90
14	NRM (Mexico)	1,763	1,067,778	0.88
15	Imagen (Mexico)	1,342	808,185	0.87
16	Multimedios (Mexico)	1,299	884,934	0.78
17	AccuRadio (United States)	1,250	306,618	2.17
18	Dial Brasil (Brazil)	1,033	715,620	0.77
19	Igreja Pentecostal Deus e Amor (Brazil)	904	840,082	0.56
20	NPR Member Stations (United States)	697	574,270	0.64
21	Radio 93 (Brazil)	546	358,938	0.81
22	Z101 (Dominican Republic)	529	483,609	0.58
23	TV Acción (Paraguay)	369	402,110	0.49
24	977Music.com Corporate (United States)	311	257,123	0.65
25	Grupo Radio Alegria (Mexico)	236	142,613	0.88

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